

**Questions and Answers Received by MAG to date regarding the Request for  
Proposals for a Litter Prevention and Education Program for the Regional Freeway  
System in the MAG Region**

*Editor's Note: The following e-mail was distributed to public relations and advertising agencies on Tuesday, July 29, 2009, from Kelly Taft, MAG Communications Manager:*

We are contacting public relations/advertising agencies in our database and who are listed in the Public Relations Society of America's Agency Directory to advise that a public notice was published on July 11, 2008 regarding a Request for Proposals for a Litter Education and Prevention Campaign for the Regional Freeway System in the MAG Region. The deadline for proposals is Friday, August 8, 2008 at 12:00 PM (NOON) MST.

A proposers' conference was held yesterday to provide further information regarding this RFP. No agencies attended the proposers' conference; therefore, we wanted to ensure that agencies who may find this RFP of interest are aware of this solicitation. The information that would have been provided at the proposers' conference, including notes pages, has been posted to the MAG Web site, and a copy of the RFP can be downloaded from the MAG Web site at <http://www.mag.maricopa.gov/rfp.cms?item=9028>

Please note that questions regarding this RFP may only be received in writing and all questions and answers received will be posted to the MAG Web site to ensure that all proposers have access to any information provided.

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**E-Mail Question Received on Tuesday, July 29, 2008**

Unfortunately, this is the first I have heard about the RFP. I'm wondering if that's the case with other agencies too? We would be very interested in participating, although that deadline is very tight. Is there a chance that the deadline would be extended?

**E-Mail Response Provided Tuesday, July 29, 2008**

I appreciate your concern. As noted in the e-mail sent to public relations and advertising agencies, the public notice was published on July 11. The public notice was published in the Arizona Republic and in La Voz and typically we rely on agencies to monitor these publications for solicitations of interest. Today's e-mail was sent as a courtesy to firms in light of the lack of attendance at the proposers' conference.

At this time, there are no plans to extend the deadline for the RFP. The current schedule for the consultant approval process at MAG is lengthy and the notice to proceed is not anticipated to occur until September 30, 2008. Our hope is to bring a consultant on board at that time in order to ensure that the litter campaign does not lose momentum.

Only if we fail to receive proposals from qualified firms by the deadline would a deadline extension occur. Thank you for your understanding in this regard.

**Question Received Via E-Mail July 29, 2008**

I did not hear of this when it was originally published. I would have definitely been there yesterday as I am very interested in bidding on the RFP. Can I call you to discuss the information contained in the proposers conference information? Thanks.

**E-Mail Response Provided July 30, 2008**

To ensure an impartial process, all questions must be posed in writing and I will respond in writing. All questions and answers received about this solicitation will be posted to the Web site.

**Question Received Via E-Mail July 29, 2008**

How was this originally noticed and how does MAG typically notice RFPs and RFQs?

**E-Mail Response Provided July 30, 2008**

The public notice was published in *The Arizona Republic* and *La Voz* newspapers on July 11, 2008. MAG typically makes RFPs and RFQs available to prospective offerors through the publication of a public notice in a newspaper of general circulation 28 days prior to the proposal deadline, unless a shorter time is determined to be necessary. Traditionally, the public notice is also published in at least one minority newspaper. MAG also posts all Requests for Proposals on its Web site at [www.mag.maricopa.gov](http://www.mag.maricopa.gov). MAG relies on agencies to monitor these publications and the MAG Web site for solicitations of interest. The e-mail was sent as a courtesy to firms in light of the lack of attendance at the proposers' conference.

**Question Received Via E-Mail August 5, 2008**

Can you send us the budget spreadsheet so we can implement the budget into our RFP?

**Response Provided August 5, 2008**

The file has been posted to the MAG Web site Litter RFP page at <http://www.mag.maricopa.gov/rfp.cms?item=9028>

**Question Received Via E-Mail August 7, 2008**

Is it mandatory to include DBE's in our proposal?

**E-Mail Response Provided August 7, 2008**

No. MAG has an organizational goal in which 11% of our total contracts must be to disadvantaged business enterprises. This does not mean that you have to be a DBE or include DBE consultants to be selected for this contract.

**E-Mail Question Received Thursday, August 7, 2008**

Is it possible for us to use our own budgeting spreadsheet?

**E-Mail Response Provided Thursday, August 7, 2008**

Since MAG receives federal funds it is mandated by law to have all prime consultant labor costs invoiced by the actual or raw hourly rate for employees working on the project. MAG would like the allocation submitted in the proposal to reflect the hourly costs for each individual who is listed as part of the consultant contract. The initial proposals may include estimated figures, but if selected you will be required to use this form. Allocations for overhead (including employee expenses and indirect costs are allowed. Profit margins may be included in the proposed costs at a rate not to exceed 10 percent for the prime consultant. MAG does allow a “loaded” (all inclusive rate for any subconsultant listed in the proposal.

While the labor allocation form often poses some challenges for proposers, contracts utilizing federal or other public money do require stringent fiscal accounting practices. Bottom line: the review team will consider cost as part of its evaluation criteria – and the rationale provided as to how you arrived at the proposed cost will play a role in the evaluation, so the more detailed you can be the more information we will have to make the selection.